



WORLD.COM
Public Relations Group

Worldcom PR Tips

Monthly Highlights With Expert Advice From Our Partners Around The World

Hello Worldcom Follower,

Have you wondered where media relations is headed next? In ***Media Relations Rewired: Evolving Trends and What to Do Now***, our partners unpack how AI, affiliate models, and integrated channels are reshaping outreach—and what to do about it today. It will give you media insights from every angle.

We also get fresh thinking from partners that includes nostalgia marketing and why it's surging now; the role of PR in AI communications and how agencies can guide responsible adoption; and a playbook for manufacturers looking to grow credible earned coverage.

You'll get hands-on tools too—how to build a social media publishing calendar and pick the right channel for your audience, plus the incredible resource on ***Efficient Marketing and Communication in the Benelux***.

We're also spotlighting the power of our network in ***Powered by Worldcom: The Pollack Group***, a case study in global advantage, and a timely brand lesson in ***What Cracker Barrel Got Right***.

Ready to elevate your public relations and communications game? We've supercharge the content for you.



Media Relations Rewired ***Evolving Trends and What to Do Now***

Media relations isn't dying—it's splintering. With the rapid growth of AI, it is rewiring itself into "traditional + digital + AI" remix.

After mining the recent thinking from Worldcom PR Group partners across the globe, here are the trends happening in media relations. Their insights will get you in sync with trends and provide advice on how to get ahead of it.

Get Insights About Media Relations Trends

Insights from Experts Around the World

- Nostalgia Marketing: The New Consumer Trend
- Evolving The Role of PR & Communications Agencies in AI
- How Manufacturers can Boost Earned Media Presence with Public Relations
- Reinventing the Collective in the Digital Age
- Impact of OpenAI's Agent Mode on Brands, Marketers, and the Future of Work
- How to Build a Social Media Publishing Calendar
- Picking the Right Channel for Your Audience
- How Strategic Media Coverage Builds Brand Credibility
- Powered by Worldcom: The Global Advantage Behind The Pollack Group
- What Cracker Barrel Got Right – the Rest of the Story

Read More Worldcom Insights

Resources



Report: Efficient Marketing & Communication in Benelux

Insights from **INSTICOM** and **Wisse Kommunikatie**, our partners in Belgium and Netherlands

As a global organization, Worldcom Public Relations Group and its members know that communication is never “one-size-fits-all.” Subtle cultural nuances and structural differences can make or break the success of a campaign. To understand the nuance of communication in Benelux, a region that includes Belgium, The Netherlands and Luxembourg, Efficient Communication in the Benelux was

created. It is a practical guide developed by our partners Wisse Kommunikatie (Netherlands) and INSTICOM (Belgium).

This in-depth resource examines how communication strategies should adapt across Belgium, the Netherlands, and Luxembourg. While often grouped together, the countries in Benelux reveal striking differences in culture, media use, and communication preferences. For communicators, marketers, and business leaders, understanding these differences is essential to building trust, engaging stakeholders, and achieving measurable results.

[Download Efficient Communication in the Benelux Report >](#)

News from Around the Partnership

- [Worldcom Public Relations Group Welcomes Prohibition PR, United Kingdom](#)
- [HBI Welcomes ProSoft GmbH](#)
- [Nuffer, Smith, Tucker Celebrates Client Wins](#)
- [Linhart Public Relations Snags 5 PRSA Gold Pick Awards](#)
- [Airfoil Group Celebrates 25 Years](#)
- [Próbakó updates company name to PRBK Communications](#)

[Read More Worldcom News](#)

Insights from our Experts



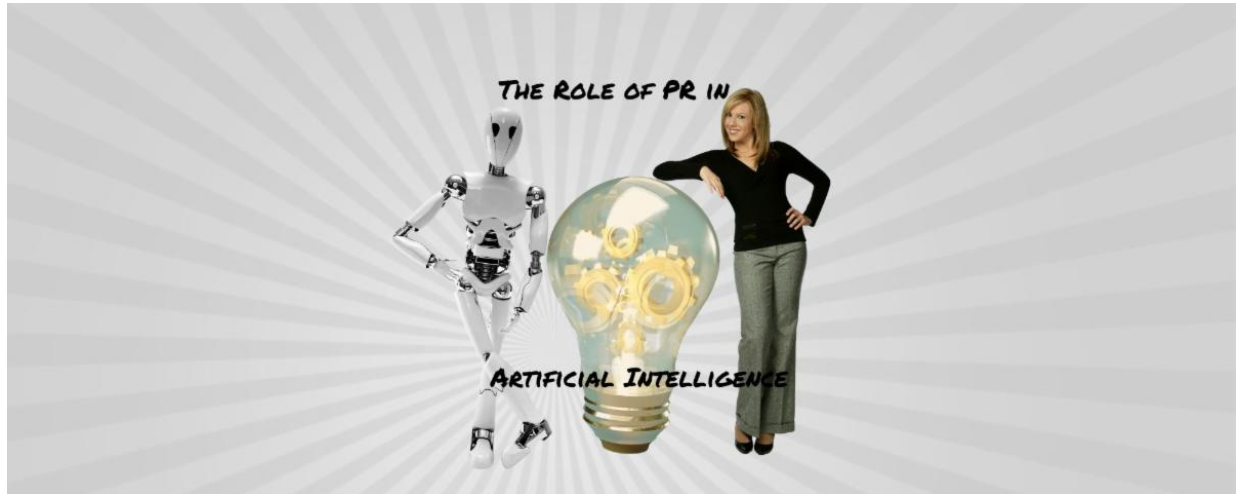
Nostalgia Marketing: The New Consumer Trend

Insights from [Prohibition](#), our partner in Leeds, United Kingdom

To mark 25 years of Juicy Tubes, Lancôme tapped into early-2000s pop culture nostalgia including enlisting stars Ed Westwick (reviving Chuck Bass from *Gossip Girl*) and Rachel Bilson who reminisces about winning a Teen Choice Award for best on-screen kiss, claiming “kisses are better with Juicy Tubes.”

The campaign strikes a chord with playful, star-studded stops. However, and most of all, it is perfectly nostalgic.

[Find out more about Nostalgia Marketing >](#)



Evolving The Role of PR & Communications Agencies in AI

*Insights from **LF Channel**, our partner in Barcelona, Spain*

Artificial intelligence (AI) and its uses have been advancing at a dizzying pace. With this incredible growth, a key question arises: who should set the rules for the ethical use of artificial intelligence in communication?

Now more than ever, The answer lies with communication and public relations agencies. The movement to managing AI visibility companies has happened by they are experts in managing brand messages and reputations. It is also because PR firms are in direct contact with companies, their audiences, and the media.

[Find out about the Role of Agencies in Ethical AI >](#)



How Manufacturers can Boost Earned Media Presence with Public Relations

Insights from **Ripley PR**, our partner in Maryville, Tennessee, United States

Whether you have over 100 products or just three, manufacturing companies to build marketplace awareness with vendors and the consumer. Using Earned media is a great avenue for companies to build trust and credibility.

To help your brand be recognized as a thought leader, there are additional ways to boost your awareness. Owned media, such as blogs, social media and case studies, give you the opportunity to showcase your expertise through various mediums.

[Find out how to Boost Earned Media >](#)



Reinventing the collective in the Digital Age

Insights from **Yucatan**, our partner in Paris, France

In the modern digital society, as well as in business, warning signs are multiplying around a weakening sense of community. Digitalization has only accentuated the phenomenon by creating further distancing individuals from one another.

In countries where corporate cultures are struggling to get established and where the value of work is regularly called into question, it is becoming urgent to breathe new life into the collective.

The challenge? To resonate and amplify this sense of belonging across a wider group. To achieve this, you sometimes have to dare the extraordinary, inject a little “show” to accomplish the goal.

[Discover how to Reinvent the Collective in the Digital Age >](#)



Impact of OpenAI's Agent Mode on Brands, Marketers, and the Future of Work

Insights from **The Pollack Group**, our partner in Los Angeles, California, United States

OpenAI introduced Agent Mode, a powerful new capability within ChatGPT that enables the AI to not only respond to prompts but also act independently. It can now research independently, browse the web, integrate with tools like email, spreadsheets, and presentations, and perform multi-step tasks across multiple applications.

For those familiar with marketing operations, this is not just “assistance,” this is the dawn of intelligent automation. This change can open a world of possibilities for marketers, strategists, and business decision-makers.

What can it do? The answer isn't simple. While the technology is powerful, it isn't universally plug-and-play. And that's where the opportunities and risks emerge.

[Get Details about the Impact of OpenAI's AgentMode >](#)



How to build a Social Media Publishing Calendar

Insights from **Medita Communications**, our partner in Helsinki, Finland

A social media publishing calendar is one of those tools that, once you use it, makes you wonder how you ever got by without it. As the name suggests, a calendar always keeps you up to date, letting you see where you're going at a glance.

The old adage “well planned is half done” definitely applies here. Using a calendar, it saves time on both publishing and planning posts. When all upcoming and past posts are easily found in one place, everyone can quickly ensure that their social media strategy is being implemented on the selected channels at any time.

[**Build Your Social Media Calendar >**](#)



Picking the Right Channel for Your Audience

*Insights from **LF Channel**, our partner in Barcelona, Spain*

We live in a hyperconnected ecosystem where the audience’s attention is the most valuable asset. In this context, knowing what communication channels are available and choosing the most adequate to communicate with our target audience is a strategical matter, but also a need to ensure our message is not lost in the digital noise.

The key principle is clear: no channel is better than other, only more effective according to the audience we are addressing. That is why it is essential to identify the ideal channel depending on the profile of your audience and the kind of message that you want to convey.

[**Discover the Right Channel for Your Audience >**](#)



How Strategic Media Coverage Builds Brand Credibility

Insights from **The Pollack Group**, our partner in Los Angeles, California, United States

Getting media attention is one thing. Getting the kind of coverage that shapes perceptions, builds trust, and influences markets is something else entirely. In today's noisy media environment, meaningful earned media isn't optional—it's a competitive edge.

The right coverage can elevate your brand, expand visibility, and connect you with the audiences that matter most. But quality earned media doesn't just happen—it requires the right story, delivered to the right people, at the right time.

[Learn how Media Coverage Can Build Your Brand >](#)



Powered by Worldcom: The Global Advantage Behind The Pollack Group

Insights From Stefan Pollack

Your brand's story doesn't stop at city limits. It travels instantly across borders, languages, and cultures. To succeed, you need a communications partner that is agile, can scale with confidence, and delivers meaningful impact across every audience touchpoint.

At **The Pollack Group (TPG)**, that's exactly what we do. Our global edge stems from being Powered by Worldcom, a partnership that unites us with leading independent agencies, uniquely positioned in their respective regions. This partnership doesn't just broaden our reach; it provides access to local expertise, cultural insights, and trusted relationships that only true in-market partners can deliver, enabling us to create tailored, high-impact strategies across the globe.

[Experience Powered by Worldcom >](#)

The Best Careers in PR

Are you looking to grow your career in PR and communications?

Do it at one of the best agencies in the world! Check out what **positions are open within our**

partner agencies.

**Is it time for
your career to
take off?**

[Learn More](#)

☒ Departures

Flight	Destination	Time
NY 945	NEW YORK	10:20
LO 3681	LONDON	10:25
AM 8240	AMSTERDAM	10:25
PA 2787	PARIS	10:30
LA 026	LOS ANGELES	10:35
SI 1099	SINGAPORE	10:40
MI 5278	MILANO	10:40



Our Sponsors



Worldcom Public Relations Group | 150 Greenwich St. | New York, NY 10007 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!